



Landing the Big (Google) Catch

Darwin Reef 'N' Wrecks now hold the number 1 ranking for dozens of searches across Google, Yahoo! and Bing (MSN) thanks to ineedhits.

Who They Are



www.darwinreefnwrecks.com.au
 Founded by Travis & Jim Bancroft
 Darwins Premier Bluewater Charters

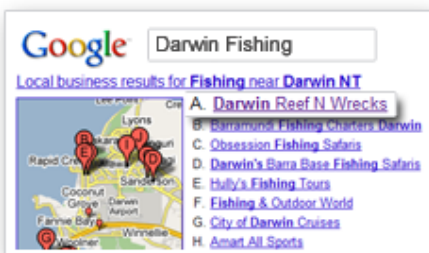
Campaign History

- Started on ineedhits optimization program in March 2009.
- On-page optimization completed in April 2009.
- Link building campaign commenced early May 2009.

What They Achieved

- 19 Number 1 rankings across Google, Yahoo! and Bing.
- 44 Page 1 Rankings in Google, Yahoo! and Bing.
- 27% Increase in search engine traffic in 3 months.
- Increased conversions and enquiries.

Number 1 Google Local Ranking Too!
 Darwin Reef 'N' Wrecks is also ranking number 1 in Google Maps/Local which helps to provide extra exposure for local and map searches!



Darwin Reef 'N' Wrecks - Premier Fishing Charters

Darwin Reef 'N' Wrecks is a locally owned and family operated professional tour company offering fishing charters in Darwin. With many years of experience, they offer exhilarating half day harbor, sunset and night fishing charters. For the really keen anglers, there are even two to five day top end expeditions departing from Darwin.

Founded by Travis and Jim Bancroft, they've been using the web to manage bookings and interact with customers since around 2006. "Our website's been an essential part of our rapid growth over the last 24 months!" - Travis Bancroft.



Getting onto the First Page of Google, Yahoo! & Bing

With over 5000 monthly searches for fishing charters in Darwin, Darwin Reef 'N' Wrecks decided to capitalize on this opportunity by improving their organic ranking and SEO.

Travis joined our 10 Keyword SEO plan in March 2009 which was designed to deliver first page rankings whenever there was a search for fishing charters in Darwin. The ineedhits team started by optimizing a number of on-page SEO factors, followed with six months of targeted link building and rank monitoring.

The Results - First Page Listings on Google, Yahoo! & Bing

In a short time of only 3 months, Darwin Reef 'N' Wrecks had established top 10 rankings across all major search engines.

**"We've increased our search engine traffic by almost 30% in just 3 months!
 Some keywords are sending us double the traffic we used to receive
 and this has helped to increase our bookings and enquiries."**

Just take a look at their fantastic results below:

| Keyword | Google Ranking | Yahoo! Ranking | Bing Ranking |
|----------------------------|----------------|----------------|--------------|
| Darwin Fishing Charters | Page 1 (#1) | Page 1 (#2) | Page 1 (#1) |
| Darwin Fishing Trip | Page 1 (#1) | Page 1 (#1) | Page 1 (#1) |
| Fishing Charters Darwin | Page 1 (#1) | Page 1 (#5) | Page 1 (#1) |
| Fishing Trips Darwin | Page 1 (#2) | Page 1 (#1) | Page 1 (#1) |
| Fishing Charters in Darwin | Page 1 (#1) | Page 1 (#8) | Page 1 (#1) |
| Fishing Charter Darwin | Page 1 (#1) | Page 1 (#7) | Page 1 (#1) |
| Darwin Fishing Trips | Page 1 (#1) | Page 1 (#1) | Page 1 (#1) |
| Darwin Barramundi Fishing | Page 1 (#5) | Page 1 (#1) | Page 1 (#1) |
| Barramundi Fishing Trips | Page 1 (#8) | Page 1 (#1) | Page 1 (#1) |
| Fishing Darwin | Page 1 (#2) | Page 1 (#2) | Page 1 (#2) |
| Darwin Fishing | Page 1 (#2) | Page 1 (#4) | Page 1 (#1) |
| Darwin Charters | Page 1 (#3) | Page 1 (#5) | Page 1 (#2) |
| Fishing in Darwin | Page 1 (#2) | Page 1 (#4) | Page 1 (#2) |
| Deep Sea Fishing Darwin | Page 1 (#5) | Page 1 (#4) | Page 1 (#3) |
| Darwin Fishing Tours | Page 1 (#1) | Page 7 (#70) | Page 1 (#5) |

*Rankings as on the 5th April 2009.

To learn how ineedhits can achieve similar results for your business, call us now:

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 UK: 0800 036 0096
 AUS: 1800 750 204**

